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Directory of

Cardiovascular RESOURCES for MINORITY POPULATIONS

U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES
Public Health Service
National Institutes of Health

HE 20.3223:

DIRECTORY OF CARDIOVASCULAR RESOURCES FOR MINORITY POPULATIONS

This publication is the result of an initiative of the Ad Hoc Committee on Cardiovascular/Pulmonary Disease Risk Factors in Minority Populations which recommends program activities to the National Heart, Lung, and Blood Institute's Office of Prevention, Education, and Control.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
National Institutes of Health
National Heart, Lung, and Blood Institute

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INTRODUCTION

High blood pressure, high blood cholesterol levels, and cigarette smoking have been identified as the three major modifiable risk factors for cardiovascular disease (CVD). While these risk factors affect the entire U.S. population, minorities—Blacks, Hispanics, American Indians, Alaskan Natives, Asians, and Pacific Islanders—are particularly vulnerable. This increased vulnerability is often the result of situational factors such as chronic unemployment, language barriers, lack of transportation, and cultural and lifestyle differences that create difficulty in accessing health information and health care.

The National Heart, Lung, and Blood Institute (NHLBI) coordinates three education programs—the National High Blood Pressure Education Program, the National Cholesterol Education Program, and the NHLBI Smoking Education Program—to educate health professionals, patients, and the public about the three major controllable risk factors. In support of the three education programs, the NHLBI Workplace Initiative addresses strategies to reduce cardiovascular disease in the worksetting and the Minority Initiative focuses on CVD risk factors among minority populations.

To provide the most current and relevant information for minority populations, the NHLBI sponsored two workshops: The National Cholesterol Education Program Strategy Development Workshop for Minorities and the NHLBI Smoking Education Program Strategy Development Workshop for Minorities. The workshop participants, all experts in minority health, cited the need for culturally sensitive and scientifically accurate educational materials. The participants also expressed a need for the development of a directory of minority-specific materials on CVD and the associated risk factors. The *Directory of Cardiovascular Resources for Minority Populations* has been developed from that recommendation.

This directory contains printed and audiovisual materials for cardiovascular education that have been specifically designed for the four major minority populations. The materials presented were selected for their suitability for public education; therefore, scholarly publications have not been included. While the resource directory is designed for use by health professionals who provide services to minority populations, it can also be used by health care providers who serve the general public. The directory describes leaflets, pamphlets, booklets, books, posters, wallet cards, films, and videotapes that address high blood pressure, high blood cholesterol, and cigarette smoking, as well as other risk factors such as obesity, nutrition, and sedentary lifestyle.

The materials listed in this directory should not be considered the only CVD materials appropriate for use with minority audiences. Other materials, developed for general audiences, are available and may be excellent educational resources. Furthermore, additional resources may specifically target minority audiences that have not been included in this directory.

Each entry includes information on the language, target audience, grade level, producer, publication date, reproduction restrictions, format, content description, availability, and cost of the materials. Inclusion of materials in the directory does not necessarily indicate endorsement by the NHLBI education programs. Cost and availability information was current when the directory was printed, but may be subject to change.

HOW TO USE THIS DIRECTORY

The material in this directory is arranged in five sections. The first three sections include minority-specific materials on high blood pressure, cholesterol, and smoking, respectively. The fourth section contains materials on multiple risk factors, and the fifth section is devoted to resources designed for use by health professionals who serve minority populations.

Materials in the directory appear in alphabetical order by title within the appropriate section. When foreign language titles are used in a publication, that title appears before the English translation of the title. If the resource material is available in both English and a foreign language, it is noted in the language category.

The entry for each product contains information on the risk factor, language, target audience, readability rating, producer, publication date, reproduction restrictions, format, content description, availability, and cost.

For clarity, formats are defined in the following manner:

- leaflet--one sheet of printed matter folded once or more;
- pamphlet--bound publication (usually stapled) up to 15 pages;
- booklet--bound publication over 15 pages and not more than 80 pages;
- book--bound publication over 80 pages;
- poster--large printed paper to be displayed in public places; and
- other--material such as flipcharts, wallet cards, bookmarks, etc.

The readability rating was determined using the SMOG readability formula. Selected for its reliability and ease of use, the SMOG index predicts 90 to 100 percent comprehension of the content at the graded level. Therefore, a person with a seventh-grade reading level, will comprehend 90 to 100 percent of the material rated at 7. Foreign language resources were rated only if an English translation was available.

Appendix A details how materials were selected for the directory. Appendix B contains the addresses and telephone numbers of organizations from which materials listed in the directory may be obtained. The index provides an alphabetical listing of all materials contained in the directory as well as the pages on which materials for specific ethnic groups may be found.

Every attempt has been made to include all available, appropriate materials in the directory. It is hoped that the publication of this directory will stimulate development of additional minority-specific materials on cardiovascular disease. The directory will be updated periodically. We encourage the submission of information about additional resources.

For additional copies of the directory or for information about the NHLBI Minority Initiative, please contact:

NHLBI Education Programs
Information Center
4733 Bethesda Avenue, Suite 530
Bethesda, Maryland 20814
(301) 951-3260

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Ad Hoc Committee on Cardiovascular/Pulmonary Disease Risk Factors in Minority Populations

John Karefa-Smart, M.D., M.P.H.
Chair, Ad Hoc Committee
Gaithersburg, Maryland

Effie Poy Yew Chow, Ph.D., R.N., C.A.
Vice Chair, Ad Hoc Committee
San Francisco, California

David Ray Baines, M.D.
St. Maries, Idaho

Adelbert L. Campbell, M.A., M.P.H.
San Francisco, California

Emilio Carrillo, M.D., M.P.H.
Cambridge, Massachusetts

Bernard W.D. Fong, M.D.
Honolulu, Hawaii

Aida Luz Maisonet Giachello, M.A.
Chicago, Illinois

Rosemond Goins, R.N.
Rapid City, South Dakota

Sandra Lee Kawano, R.N.
New York, New York

Ronald Palk, M.P.H.
Honolulu, Hawaii

Amelie Ramirez, M.P.H.
San Antonio, Texas

Aldean Richardson, R.N., Ed.M.
Boston, Massachusetts

Helen Scott-Swain, M.Ed.
Tampa, Florida

Fernando Trevino, Ph.D., M.P.H.
Galveston, Texas

Jake Whitecrow, B.S.
Denver, Colorado

Ex Officio Member
Daniel D. Savage, M.D., Ph.D.
Bethesda, Maryland

NHLBI Staff

Robinson Fulwood, M.S.P.H.
Coordinator, Minority Programs
Health Education Branch
Office of Prevention, Education, and Control

Barbara James, M.P.H.
Minority Health Program Specialist
Office of Program Planning and Evaluation

Kathleen Rechen
Publications Specialist
Communications and Public Information Branch
Office of Prevention, Education, and Control

University Research Corporation, Bethesda, Maryland (Support Contractor to the NHLBI Education Programs)

Jean Johnson, M.S., R.D.
Community Program Development Specialist

Jacquelyn Lowery, M.A.
Minority Specialist

Marty Pipp, M.P.H.
Staff Manager, National Blood Resource Education Program

Annette Seiler, M.Ed.
Database Editor

RESOURCES ON HIGH BLOOD PRESSURE

Beyond the Sundown

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Alabama Chousatta Tribe Adults (Texas)
Readability Rating:	Limited text; readability not assessable
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	None
Format:	3 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Contains the message, "As the sun rises, so shall it set; as your blood pressure rises, so can it fall. Check your blood pressure."
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Blacks and High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Grade 7
Producer:	National High Blood Pressure Education Program
Publication Date:	November 1982
Reproduction Restrictions:	None
Format:	3 3/4" x 8 1/2" pamphlet; 8 pages
Content Description:	Describes high blood pressure, its prevalence among blacks, the need for treatment, and the role of the patient's family in controlling high blood pressure. Discusses the need to follow a physician's advice and the importance of taking medicine, losing weight, reducing salt intake, and limiting alcohol intake in blood pressure control.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, limited quantities

Blacks and High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Grade 7
Producer:	Alabama Department of Public Health
Publication Date:	Revised March 1980
Reproduction Restrictions:	None
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents facts about blacks and high blood pressure, discusses what can be done to reduce risk of high blood pressure, and provides important points about treatment.
Availability:	Alabama Department of Public Health State Office Building, Room 250 Montgomery, AL 36130-1701 (205) 261-5128
Cost:	Free, single copies

Blacks Can't Afford to Gamble With High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Grade 6
Producer:	Southeastern Pennsylvania High Blood Pressure Control Program, Inc.
Publication Date:	1986
Reproduction Restrictions:	Permission required
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents basic hypertension statistics for the black population; defines numerous risk factors; explains what people should do to lower blood pressure; and reiterates the importance of treating high blood pressure and having it checked regularly. Provides space on back of publication for printing one's own organization name, address, and telephone number.
Availability:	Southeastern Pennsylvania High Blood Pressure Control Program, Inc. 311 South Juniper Street, Suite 308 Philadelphia, PA 19107-5803 (215) 546-1276
Cost:	Free, single copies; $.15 each, up to 500 copies; $.10 each, 500 copies or more

Checking Your Blood Pressure Is a Lot Easier Than Slipping Punches

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Not applicable
Producer:	National Kidney Foundation, Inc.
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	15 1/2" x 21" poster
Content Description:	Depicts a nurse checking boxer Sugar Ray Leonard's blood pressure. Encourages trip to physician or clinic for a blood pressure checkup. Explains that high blood pressure can lead to heart attack, stroke, or kidney failure.
Availability:	Local Affiliates or National Kidney Foundation, Inc. 2 Park Avenue New York, NY 10016 (212) 889-2210
Cost:	Cost information available from local affiliates

Como Entender la Presion de Sangre/ Understanding Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 8
Producer:	Eastern Los Angeles/Orange County Hypertension Council
Publication Date:	1985
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Defines blood pressure and explains what the two numbers in a blood pressure reading mean. Presents facts about high blood pressure and its control, lists major risk factors, and provides tips for people with high blood pressure.
Availability:	East Los Angeles Task Force Hispanic Hypertension Program 4716 E. Brooklyn Avenue Los Angeles, CA 90022 (213) 261-2171
Cost:	Free, single copies

Controlling High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Chinese, Japanese, Korean, Tagalog, Vietnamese, and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	Grade 8
Producer:	Asian Health Services
Publication Date:	1982
Reproduction Restrictions:	May be reproduced; please cite Asian Health Services as the source
Format:	4 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents facts about high blood pressure and tips for controlling it through decreased sodium intake, weight control, exercise, stress management, smoking cessation, avoidance of caffeine, and taking medication.
Availability:	Asian Health Services Health Education Branch 310 Eighth Street, Suite 200 Oakland, CA 94607 (415) 465-3271
Cost:	Free, single copies

Datos Tocante la Alta Presion de Sangre/ Facts About High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 6
Producer:	New Mexico Health and Environment Department
Publication Date:	January 1975 (revisions in progress)
Reproduction Restrictions:	Permission required
Format:	4" x 8 1/2" leaflet; 6 pages
Content Description:	Briefly discusses high blood pressure, its asymptomatic nature, systolic and diastolic readings, general prevalence, contributing factors, and complications if left untreated. States that high blood pressure can be controlled through medication, diet, activity, and regular checkups.
Availability:	New Mexico Health and Environment Department Public Health Division Adult Health Program P.O. Box 968 Santa Fe, NM 87504-0968 (505) 827-2502
Cost:	Free, single copies

Diet and Hypertension

Risk Factor:	High Blood Pressure
Language:	Chinese, Cambodian, Korean, Laotian, Tagalog, Vietnamese, American Samoan, and English
Target Audience:	Asians/Pacific Islanders
Readability Rating:	Limited text; readability not assessable
Producer:	Asian/Pacific Islander Task Force
Publication Date:	August 1982
Reproduction Restrictions:	May be reproduced; please cite State of California High Blood Pressure Program as the source
Format:	7" x 8 1/2" pamphlet; 4 pages
Content Description:	Provides pointers on modifying dietary habits in order to control weight, reduce sodium intake, and replace potassium loss that occurs with use of diuretics. Includes lists of foods that should be avoided, as well as those that are recommended to improve dietary habits.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free, single copies

Diez Mandamientos para el Paciente Con Alta Presion Arterial/Ten Commandments for the Patient With High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	American Heart Association
Publication Date:	1978
Reproduction Restrictions:	Permission required
Format:	Wallet card
Content Description:	Lists ten basic points needed for successful control of high blood pressure. Includes space for blood pressure and weight records.
Availability:	State and Local Affiliates American Heart Association Order no. 58-005D (Spanish)
Cost:	Cost information available from affiliates

The Facts About High Blood Pressure and Blacks

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Grade 9
Producer:	National Kidney Foundation of Iowa, Inc.
Publication Date:	1981
Reproduction Restrictions:	May not be reproduced
Format:	3 1/4" x 8 1/2" leaflet; 4 pages
Content Description:	Discusses high blood pressure, its asymptomatic nature, the general prevalence among blacks, contributing factors, and complications that may occur if the condition is left untreated. Stresses the importance of staying on medication, and mentions possible lifestyle changes that may be required (i.e., weight control, sodium restriction, smoking cessation, stress reduction). Emphasizes the importance of following a physician's advice.
Availability:	National Kidney Foundation of Iowa, Inc. 8611 Hickman Road Des Moines, IA 50322 (515) 276-3600
Cost:	Free, single copies; $8 per 100 copies

The Facts About...Why I Should Take My High Blood Pressure Medicine

Risk Factor:	High Blood Pressure
Language:	Chinese, Cambodian, Japanese, Korean, Laotian, Tagalog, Vietnamese, American Samoan, and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	Grade 10
Producer:	Medical Resources Committee, Asian/Pacific Islander Task Force
Publication Date:	March 1982
Reproduction Restrictions:	May be reproduced; please cite Hypertension Control Program, California State Department of Health Services, as the source
Format:	5 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Discusses key points about taking high blood pressure medication in a question-and-answer format. Includes a list of questions readers should ask their doctors.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free

Guia de Regimen o Dieta Escasa de Sal: Pasos para Controlar la Hipertension/Low-Salt Diet: Steps to Control Hypertension

Risk Factor:	High Blood Pressure
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	Boehringer Ingelheim
Publication Date:	June 1979
Reproduction Restrictions:	Permission required
Format:	2 1/4" x 7 3/4" fold-out leaflet
Content Description:	Presents facts about sodium and how it relates to high blood pressure, as well as information about weight control. Includes a comprehensive guide to foods that should be avoided and those that are acceptable in a diet providing a sodium intake of 2,000 to 3,000 milligrams per day.
Availability:	Boehringer Ingelheim, Ltd. 90 East Ridge Ridgefield, CT 06877 (203) 798-9988
Cost:	Free, limited quantities

Have a Dream?

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Not applicable
Producer:	American Heart Association
Publication Date:	1985
Reproduction Restrictions	Permission required
Format:	11" x 17" poster
Content Description:	Emphasizes high blood pressure control. Targeted to black males and appropriate for use in worksites.
Availability:	State and Local Affiliates American Heart Association Order no. 62-006E
Cost:	Cost information available from affiliates

7 Hechos Sobre Ataques o Derrames Cerebrales/ Seven Hopeful Facts About Stroke

Risk Factor:	High Blood Pressure
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	American Heart Association
Publication Date:	1983
Reproduction Restrictions:	Permission required
Format:	4" x 8 1/2" leaflet; 4 pages
Content Description:	Discusses seven warning signals of stroke. Promotes public awareness and a better understanding of stroke.
Availability:	State and Local Affiliates American Heart Association Order no. 51-016D (Spanish)
Cost:	Cost information available from affiliates

Help Them to a Good Life!

Risk Factor:	High Blood Pressure
Language:	English and Sioux
Target Audience:	Sioux Indian Adults
Readability Rating:	Limited text; readability not assessable
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	None
Format:	3 1/2" x 9" leaflet; 4 pages
Content Description:	Contains the message that high blood pressure can occur in any member of the family. Encourages readers to help the family have a healthy life by having blood pressure checked and following the medical staff's advice.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

The Herb Gatherers and Caregivers

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Seminole Indian Adults
Readability Rating:	Limited text; readability not assessable
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	None
Format:	4 1/4" x 8 1/4" leaflet; 4 pages
Content Description:	Pictures a family working together in a field. Contains the message that "Herb Gatherers and Caregivers say have your blood pressure checked today."
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Cambodian, Chinese, English, Japanese, Korean, Laotian, Filipino, American Samoan, and Vietnamese versions available
Target Audience:	Asians/Pacific Islanders
Readability Rating:	Grade 7
Producer:	Asian/Pacific Islander Task Force on High Blood Pressure Education and Control
Publication Date:	July 1981
Reproduction Restrictions:	May be reproduced; please cite State of California High Blood Pressure Program as the source
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Provides facts about high blood pressure, its detection and effects, contributing factors, and tips for treatment. Also includes space for health care provider to note blood pressure reading, medication instructions, and next appointment.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free, single copies

How Much Do You Know About High Blood Pressure?

Risk Factor:	High Blood Pressure
Language:	Chinese with English translation following
Target Audience:	Chinese Adults
Readability Rating:	Grade 7
Producer:	North East Medical Services
Publication Date:	No date
Reproduction Restrictions:	Permission required
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents simple facts about high blood pressure and ways to control it. Lists additional Chinese heart health materials that can be obtained.
Availability:	North East Medical Services 1520 Stockton Street San Francisco, CA 94133 (415) 391-9686
Cost:	Free, single copies; bulk rates available

Hypertension

Risk Factor:	High Blood Pressure
Language:	Chinese, Korean, and English
Target Audience:	Asians/Pacific Islanders
Readability Rating:	Grade 13
Producer:	Asian Health Services
Publication Date:	September 1982
Reproduction Restrictions:	May be reproduced; please cite Asian Health Services as the source
Format:	8 1/2" x 11" fact sheet; 1 page
Content Description:	Presents facts about high blood pressure, including definition, causes, symptoms, detection, and treatment by means of lifestyle changes and medication.
Availability:	Asian Health Services 310 Eighth Street, Suite 200 Oakland, CA 94607 (415) 465-3271
Cost:	Free, single copies

Indian Casualties

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Sioux Indian Adults
Readability Rating:	Limited text; readability not assessable
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	None
Format:	3 1/2" x 6 1/2" leaflet; 4 pages
Content Description:	Depicts the number of American Indian casualties at Wounded Knee, Little Big Horn, Sand Creek, and Long Valley, and compares them to the number of Indian lives lost to high blood pressure. Presents the fact that casualties from high blood pressure are more than double the combined casualties of the four battles. Reminds readers to have their blood pressure checked.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Let's Control Hypertension!

Risk Factor:	High Blood Pressure
Language:	Korean, Vietnamese, Chinese
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	English translation not available to assess readability
Producer:	Asian Health Services
Publication Date:	May/June 1984
Reproduction Restrictions:	May be reproduced; please cite Asian Health Services as the source
Format:	8 1/2" x 11" fact sheet; 1 page
Content Description:	Describes what hypertension is and how it is detected. Presents tips for controlling high blood pressure through decreased sodium intake, smoking cessation, avoiding caffeine, maintaining ideal body weight, managing stress, exercising, and taking medication.
Availability:	Asian Health Services 310 Eighth Street, Suite 200 Oakland, CA 94607 (415) 465-3271
Cost:	Free, single copies

Limitese el Sodio/ Limiting Your Salt and Sodium

Risk Factor:	High Blood Pressure
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 8
Producer:	Eastern Los Angeles/Orange County Hypertension Council
Publication Date:	1985
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Presents a series of four steps for gradually reducing salt intake in the daily diet. Discusses use of salt substitutes and the importance of reading labels, and stresses healthy dietary habits.
Availability:	East Los Angeles Task Force Hispanic Hypertension Program 4716 E. Brooklyn Avenue Los Angeles, CA 90022 (213) 261-2171
Cost:	Free, single copies

Living Habits and Hypertension

Risk Factor:	High Blood Pressure
Language:	Cambodian, Chinese, Japanese, Korean, Laotian, Tagalog, Vietnamese, and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	Grade 13
Producer:	Patient Education Materials Task Group, Asian/Pacific Islander High Blood Pressure Task Force
Publication Date:	July 1982
Reproduction Restrictions:	May be reproduced; please cite Hypertension Control Program, California State Department of Health Services, as the source
Format:	6 1/2" x 8 1/2" pamphlet; 7 pages
Content Description:	Provides tips for controlling high blood pressure through exercise, proper food habits, stress management, moderate use of alcohol, and cessation of smoking.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free, single copies

Nikkei Diet and High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Japanese and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	Grade 8
Producer:	Asian/Pacific Islander Task Force on High Blood Pressure Education and Control
Publication Date:	1982
Reproduction Restrictions:	May be reproduced; please cite State of California High Blood Pressure Program as the source
Format:	4 1/2" x 8 1/2" leaflet; 6 pages
Content Description:	Provides information on a healthy diet, including foods to eat and foods to avoid.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free, single copies

Non-Drug Treatment of High Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Chinese and English
Target Audience:	Chinese Adults
Readability Rating:	Grade 10
Producer:	Chinatown Health Clinic
Publication Date:	1986
Reproduction Restrictions:	None
Format:	4 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Describes four modes of non-drug treatment of high blood pressure--reduced salt/sodium intake, weight control, exercise, and stress management. Discusses their use mainly as adjunct to drug therapy.
Availability:	Chinatown Health Clinic Attention: Health Education 89 Baxter Street New York, NY 10013 (212) 732-9547
Cost:	Free, single copies; $.15 each, 20 copies or more; please include a self-addressed, stamped envelope for single copies

La Presion Arterial Es un Asunto Serio/ High Blood Pressure Is Serious Business

Risk Factor: High Blood Pressure

Language: Spanish and English

Target Audience: Hispanic Adults

Readability Rating: Grade 11

Producer: Smith Kline & French Laboratories

Publication Date: Revised July 1984

Reproduction Restrictions: Permission required

Format: 3/4" x 8" pamphlet; 8 pages

Content Description: Discusses high blood pressure, its asymptomatic nature, causes, and prevalence among different populations. Explains that complications may occur if high blood pressure is left uncontrolled, that there is no cure, and that the disease may require lifetime treatment. Describes blood pressure measurement and the meaning of systolic and diastolic readings. Stresses the need to follow a physician's advice and to take high blood pressure medicine. Briefly mentions lifestyle changes that may be prescribed (i.e., dieting, sodium restriction, smoking cessation, exercise).

Availability: Smith Kline & French Laboratories
Dyazide Marketing
1500 Spring Garden Street
P.O. Box 7929, E-50
Philadelphia, PA 19101
(215) 751-4000

Cost: Free, single copies

La Sal...Con Medida/Salt...Go Easy

Risk Factor:	High Blood Pressure
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 12
Producer:	New Mexico Health and Environment Department
Publication Date:	1985
Reproduction Restrictions:	Permission required
Format:	3 1/2" x 8 1/2" leaflet; 1 page
Content Description:	Lists low-sodium and high-sodium foods. Provides tips for cutting down on salt, and provides alternative seasonings for specific foods.
Availability:	New Mexico Health and Environment Department Nutrition Bureau Public Health Division P.O. Box 968 Sante Fe, NM 87504-0968 (505) 827-2465
Cost:	$.10

Sharing

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Narragansett Tribe Adults
Readability Rating:	Limited text; readibility not assessable
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Pictures an American Indian man at the ocean shore watching an approaching ship. The inside pictures a "hypertensive screening clinic waiting room." Message reads: "Check you blood pressure today!"
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Si Usted Sufre de Hipertension, Disminuya el Consumo de Sodio/If You Have High Blood Pressure, Cut Down on Sodium!

Risk Factor:	High Blood Pressure
Language:	Spanish with English translation on opposite side of bookmark
Target Audience:	Hispanic Adults
Readability Rating:	Limited text; readability not assessable
Producer:	New York State Department of Health
Publication Date:	December 1986
Reproduction Restrictions:	Permission required
Format:	2 1/4" x 7 1/2" bookmark
Content Description:	Recommends that people with high blood pressure eat less salt, salted snack foods, deli foods, condiments, and convenience and fast foods. Encourages people to read food labels for sodium content.
Availability:	Publications New York State Health Department Empire State Plaza Albany, NY 12237 (518) 474-5370
Cost:	Free, single copies

The Silent Killer in the Japanese Community

Risk Factor:	High Blood Pressure
Language:	English with Japanese translation following
Target Audience:	Japanese Adults
Readability Rating:	Grade 10
Producer:	Little Tokyo Service Center
Publication Date:	August 1982
Reproduction Restrictions:	May be reproduced; please cite Hypertension Control Program, California State Department of Health Services, as the source
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents facts about high blood pressure among the Japanese, along with tips for prevention and control through avoidance of high-fat and high-sodium foods, stress management, weight control, smoking cessation, and medical intervention.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Free, single copies

Small Wonder. Your High Blood Pressure Medicine Can Work Miracles.

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Black Adults
Readability Rating:	Not applicable
Producer:	American Heart Association
Publication Date:	1987
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 11" poster
Content Description:	Pictures a pill in the palm of an outreached hand. Encourages people with high blood pressure to take their prescribed medicine every day to reduce the risk of stroke, heart attack, or kidney failure.
Availability:	State and Local Affiliates American Heart Association Order no. 62-011-B (LP)
Cost:	Cost information available from affiliates

Survival

Risk Factor:	High Blood Pressure
Language:	English
Target Audience:	Adults in California Indian Tribes
Readability Rating:	Grade 6
Producer:	South Dakota United Indian Association
Publication Date:	No date
Reproduction Restrictions:	May be reproduced
Format:	4" x 8 1/2" leaflet; 4 pages
Content Description:	Presents the message that high blood pressure usually has no symptoms. Encourages patients to have their blood pressure checked regularly by a doctor or nurse and to follow the doctor's advice about diet and medication.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Their Future Is in Your Hands. Treat Your High Blood Pressure Every Day.

Risk Factor:	High Blood Pressure
Language:	English and Spanish versions available
Target Audience:	Asians/Pacific Islanders, Hispanics
Readability Rating:	Not applicable
Producer:	National High Blood Pressure Education Program
Publication Date:	1979
Reproduction Restrictions:	None
Format:	17" x 24" poster
Content Description:	Depicts children measuring blood pressure. Stresses need to treat high blood pressure every day. Available in English for Asian/Pacific Islander populations. Also available in Spanish for Hispanic populations.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Usted y Su Presion Sanguinea/ You and Your Blood Pressure

Risk Factor:	High Blood Pressure
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	Channing L. Bete Co., Inc.
Publication Date:	Revised January 1988
Reproduction Restrictions:	Permission required
Format:	5 1/2" x 8" booklet; 16 pages
Content Description:	Defines blood pressure and presents facts about high blood pressure, its effects, and treatment. Heavily illustrated in scriptographic style.
Availability:	Channing L. Bete Co., Inc. 200 State Road South Deerfield, MA 01373 (800) 628-7733 (toll-free within continental U.S.) (413) 665-7611 (outside U.S.) Order no. 14365 (Spanish)
Cost:	Free review copy; $.78 each for orders of 25 copies or more; $.46 each, 100 copies or more

What Goes Up

Risk Factor:	High Blood Pressure
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Not applicable
Producer:	American Heart Association
Publication Date:	1970
Reproduction Restrictions:	Permission required
Format:	16 mm film; 11 1/2 minutes
Content Description:	Answers important questions about high blood pressure and shows that with a doctor's help it can be kept under control.
Availability:	State and Local Affiliates American Heart Association Order no. 24-0483S (Spanish) Order no. 24-0483 (English)
Cost:	Cost information available from affiliates

RESOURCES ON CHOLESTEROL

Alimentacion y Salud: Guia para Su Dieta/ Nutrition and Your Health: Dietary Guidelines for Americans

Risk Factor:	Nutrition, Cholesterol
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 11
Producer:	U.S. Department of Agriculture, U.S. Department of Health and Human Services
Publication Date:	1985
Reproduction Restrictions:	None
Format:	3 3/4" x 9" booklet; 24 pages
Content Description:	Explains seven dietary guidelines for staying healthy based on the latest nutrition research. Includes charts on desirable body weights and caloric expenditures for various exercises.
Availability:	S. James Consumer Information Center-C P.O. Box 100 Pueblo, CO 81002
Cost:	Free; if ordering two or more copies, include $1; make check payable to Superintendent of Documents

Coma Bien, Pero Con Sabidura para Reducir Uno de los Riesgos de un Ataque al Corazon/Eat Well But Eat Wisely to Reduce Your Risk of Heart Attack

Risk Factor:	Nutrition, Cholesterol
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 16
Producer:	American Heart Association
Publication Date:	1979
Reproduction Restrictions:	Permission required
Format:	3 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Gives recommendations for fat-controlled, low-cholesterol meals.
Availability:	State and Local Affiliates American Heart Association Order no. 51-1006 (Spanish) Order no. 51-005C (English)
Cost:	Cost information available from affiliates

Cooking for a Healthier Heart Filipino Style

Risk Factor:	Nutrition, Cholesterol
Language:	Tagalog and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	English translation not available to assess readability
Producer:	American Heart Association, San Francisco Chapter
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 14" fact sheet; 1 page
Content Description:	Lists high-fat and high-cholesterol foods by food group, and recommends healthy substitutions.
Availability:	American Heart Association San Francisco Chapter 421 Powell Street San Francisco, CA 94102 (415) 433-2273
Cost:	Free, single copies; $6 per 100 copies

Eat Heart Smart—Chinese Style

Risk Factor:	Nutrition, Cholesterol
Language:	Chinese and English
Target Audience:	Chinese Adults
Readability Rating:	Grade 11
Producer:	American Heart Association, San Francisco Chapter
Publication Date:	No date
Reproduction Restrictions:	Permission required
Format:	3 1/2" x 8 1/2" leaflet
Content Description:	Outlines the American Heart Association dietary guidelines, and examines three common myths about food choices. Opens to an 11" x 17" chart that explains which foods should be used more, used in moderation, and used less. Provides an example of a heart-healthy menu.
Availability:	American Heart Association San Francisco Chapter 421 Powell Street San Francisco, CA 94102 (415) 433-2273
Cost:	Free, single copies; $12 per 100 copies

RESOURCES ON SMOKING

Because You Love Your Baby, Quit Smoking During Pregnancy

Risk Factor:	Smoking
Language:	English
Target Audience:	Black and Hispanic Women
Readability Rating:	Not applicable
Producer:	American Lung Association
Publication Date:	September 1982
Reproduction Restrictions:	May not be reproduced
Format:	11" x 17" poster
Content Description:	Pictures a mother with her child, and encourages women to quit smoking during pregnancy. Black and Hispanic versions are available.
Availability:	State and Local Affiliates American Lung Association
Cost:	Cost information available from affiliates

Can They Stop Smoking? Can You?

Risk Factor:	Smoking
Language:	English
Target Audience:	Black Women
Readability Rating:	Grade 4
Producer:	American Cancer Society
Publication Date:	Revised March 1986
Reproduction Restrictions:	Permission required
Format:	3 3/4" x 8 1/2" leaflet; 6 pages
Content Description:	Presents quotes from three women who smoke and their commitment to cut down on cigarette use and eventually quit. Includes tips on how to quit smoking.
Availability:	Divisions and Units American Cancer Society Order no. 2662
Cost:	Cost information available from affiliates

12 Cosas Que Podemos Hacer en Lugar de Fumar Cigarrillos/12 Things That You Can Do Instead of Smoking Cigarettes

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanic Adolescents and Adults
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	Revised November 1982
Reproduction Restrictions:	Permission required
Format:	25" x 37 1/2" poster
Content Description:	Depicts 12 activities a person might do instead of smoking.
Availability:	Divisions and Units American Cancer Society Order no. 2188
Cost:	Cost information available from affiliates

Cuando Fuma la Mujer/When a Woman Smokes

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanic Females
Readability Rating:	English translation not available to assess readability
Producer:	American Cancer Society
Publication Date:	1977
Reproduction Restrictions:	Permission required
Format:	3 1/2" x 8" leaflet; 6 pages
Content Description:	Focuses on the risks women face as smokers, and provides tips for quitting. States that women smokers are suffering the same health consequences as men smokers. Covers the following risks: lung cancer, pulmonary and cardiovascular disease, and the effects of smoking while pregnant. Provides statistics on work absenteeism due to smoking as well as the prevalence of smoking among teenage girls. Includes tips to help smokers quit.
Availability:	Divisions and Units American Cancer Society Order no. 2089
Cost:	Cost information available from affiliates

Le Daria un Cigarrillo a Su Bebe Antes de Nacer?/ Would You Give a Cigarette to Your Baby Before It Is Born?

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanic Women
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	October 1986
Reproduction Restrictions:	Permission required
Format:	7 1/4" x 9 3/4" poster
Content Description:	Pictures a fetus holding a lighted cigarette. Tells the pregnant woman that every time she smokes, she is giving her baby a cigarette.
Availability:	Divisions and Units American Cancer Society Order no. 2422.08
Cost:	Cost information available from affiliates

Despejando el Aire: Guia para Dejar de Fumar/ Clearing the Air: How to Quit Smoking and Quit for Keeps

Risk Factor:	Smoking
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 7
Producer:	National Cancer Institute
Publication Date:	Revised Spring 1987
Reproduction Restrictions:	None
Format:	3 3/4" x 8" booklet; 32 pages
Content Description:	Offers a variety of tips on kicking the smoking habit from thinking about stopping smoking to actually doing it. Presents steps in the day-to-day process of becoming and remaining a nonsmoker by explaining what to expect.
Availability:	Publications Order Office of Cancer Communications National Cancer Institute Building 31, Room 10A16 Rockville, MD 20892 (800) 4-CANCER
Cost:	Free, limited quantities

Draggin' Lady

Risk Factor:	Smoking
Language:	English
Target Audience:	Young Female Adults
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	December 1982
Reproduction Restrictions:	Permission required
Format:	Two 16 mm public service announcements; 60 seconds and 30 seconds
Content Description:	Using the music of the popular song "Disco Lady," shows the reaction of a peer group of teenage girls to smoking. Produced as contemporary, upbeat public service announcements directed to teenage girls.
Availability:	Divisions and Units American Cancer Society Order no. 2763 (16 mm film, 60 seconds) Order no. 2763.01 (16 mm film, 30 seconds) Order no. 2763.04 (3/4" videocassette, both lengths)
Cost:	Cost information available from affiliates

Un Encuentro Con Wonderman/Wonderman

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Young Hispanic Adults
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	March 1981
Reproduction Restrictions:	Permission required
Format:	16 mm film; 16 minutes
Content Description:	Takes the audience on a magical trip into the future to see the hazardous effects of cigarette smoking. Uses humorous cinematic techniques and music to point out the student's responsibility for making choices in life—each one has the opportunity to say "no" to cigarettes.
Availability:	Divisions and Units American Cancer Society Order no. 2336
Cost:	Cost information available from affiliates

Freedom From Smoking for You and Your Family

Risk Factor:	Smoking
Language:	English
Target Audience:	Adult Smokers
Readability Rating:	Grade 7
Producer:	American Lung Association
Publication Date:	1987
Reproduction Restrictions:	May not be reproduced
Format:	8 1/2" x 11" booklet; 54 pages
Content Description:	Presents seven steps for people who wish to quit smoking on their own, at their own pace. Discusses positive behavior modification techniques, gradual decrease in nicotine dependency, and nicotine gum. Although the publication is not minority-specific, it contains pictures that target culturally diverse audiences.
Availability:	State and Local Affiliates American Lung Association
Cost:	Cost information available from affiliates

Freedom From Smoking in 20 Days: A Self-Help Kit

Risk Factor:	Smoking
Language:	English
Target Audience:	Adults and Young Adults
Readability Rating:	Grades 9-10
Producer:	American Lung Association
Publication Date:	1986
Reproduction Restrictions:	May not be reproduced
Format:	Two 8 1/2" x 11" booklets; 62 and 27 pages
Content Description:	These two manuals are designed for highly motivated people who would prefer to quit smoking on their own. The first is a step-by-step, day-by-day guide to activities that help individuals understand their smoking behavior. Smoking triggers are analyzed, and short-term coping techniques are developed in preparation for quitting. The importance of exercise and weight control is discussed. The second manual provides long-term coping strategies to deal with potentially difficult situations for the new ex-smoker. Skills in stress management, relaxation techniques, and positive behavior modification are emphasized in the kit. Both booklets were developed for culturally diverse audiences.
Availability:	State and Local Affiliates American Lung Association
Cost:	Cost information available from affiliates

Fresh Air Gives You the Edge

Risk Factor:	Smoking
Language:	English
Target Audience:	Black Women
Readability Rating:	Not applicable
Producer:	American Heart Association
Publication Date:	1982
Reproduction Restrictions:	Permission required
Format:	11" x 17" poster
Content Description:	Designed for use in the worksetting to reinforce the growing trend toward the social unacceptability of smoking at work. Promotes visual images that nonsmokers are happier and more productive workers.
Availability:	State and Local Affiliates American Heart Association Order no. 62-014A
Cost:	Cost information available from affiliates

Genocide: Do We Practice It on Ourselves?

Risk Factor:	Smoking
Language:	English
Target Audience:	Black Adults
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	17" x 22" poster
Content Description:	Presents a powerful negative message that smoking kills and that one should consider the consequences and the effects on the family before deciding to smoke. Advises individuals to get help from the American Cancer Society to quit smoking.
Availability:	Divisions and Units American Cancer Society Order no. 2132
Cost:	Cost information available from affiliates

Guia para Dejar de Fumar/Guide to Stop Smoking

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Adult Hispanic Smokers
Readability Rating:	English translation not available to assess readability
Producer:	Hispanic Smoking Cessation Project
Publication Date:	November 1987
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 11" booklet; 36 pages
Content Description:	Based on the results of a 2-year study on the attitudes and expectancies of Hispanics regarding cigarette smoking. Using culturally appropriate questions and short, direct answers, describes the reasons for quitting smoking and techniques to quit smoking and to maintain nonsmoking behavior. Presents pictures of Hispanics carrying out the suggestions included in the text. Fully pretested for acceptability and perceived usefulness by the target audience. Funded by the National Cancer Institute.
Availability:	Publications Order Office of Cancer Communications National Cancer Institute Building 31, Room 10A16 Rockville, MD 20892 (800) 4-CANCER
Cost:	Free, single copies

La Hora de Decir Basta Es Ahora/ The Time to Stop Is Now

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	March 1968
Reproduction Restrictions:	Permission required
Format:	16 mm film; 4 1/2 minutes
Content Description:	Explains the body's remarkable capacity for self-repair in clear, crisp animated cartoon drawings. Gives particular emphasis to the effects of quitting smoking on the risk of lung cancer and heart attack.
Availability:	Divisions and Units American Cancer Society Order no. 2369.19 (Spanish)
Cost:	Cost information available from affiliates

Huffless Puffless Dragon

Risk Factor:	Smoking
Language:	English
Target Audience:	Adults and Elementary School Children
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	April 1965
Reproduction Restrictions:	Permission required
Format:	16 mm film; 8 minutes
Content Description:	Portrays an amusing tale of dragons who smoke and the hero, Dragknight, who does not. The humor and fine animation make this film suitable for adults, but the message is aimed primarily at elementary school children.
Availability:	Divisions and Units American Cancer Society Order no. 2381
Cost:	Cost information available from affiliates

Life...The One Race You Lose by Finishing First. Don't Smoke.

Risk Factor:	Smoking
Language:	English
Target Audience:	Blacks
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	17" x 22" poster
Content Description:	Depicts a black athlete running. States that a person needs good wind and health to run with the best and that smoking cigarettes is a drag.
Availability:	Divisions and Units American Cancer Society Order no. 2122
Cost:	Cost information available from affiliates

Like Mother, Like Daughter. Why Don't You Quit Before She Starts?

Risk Factor:	Smoking
Language:	English
Target Audience:	Black Women
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	17" x 22" poster
Content Description:	Depicts a young girl watching her mother smoke and imitating her by holding a crayon like a cigarette. Encourages women to quit smoking before their children start.
Availability:	Divisions and Units American Cancer Society Order no. 2120
Cost:	Cost information available from affiliates

Lung Cancer Is Now the #1 Cancer Killer of American Women

Risk Factor:	Smoking
Language:	English
Target Audience:	Hispanic Women
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	Revised April 1985
Reproduction Restrictions:	Permission required
Format:	15" x 20" poster
Content Description:	Pictures a Hispanic woman with a cigarette and the caption, "Lung cancer is now the #1 cancer killer of American women."
Availability:	Divisions and Units American Cancer Society Order no. 2109
Cost:	Cost information available from affiliates

Madres, Por Favor, No Fumen/ Mothers, Please Don't Smoke

Risk Factor: Smoking

Language: English and Spanish

Target Audience: Hispanic Women who are pregnant or of childbearing age

Readability Rating: Not applicable

Producer: American Cancer Society

Publication Date: June 1985

Reproduction Restrictions: Permission required

Format: Public service announcement; videotape; 30 seconds

Content Description: Presents a strong case for pregnant women to quit smoking or to not take up the habit at all, stressing the effects of smoking on the unborn child.

Availability:
Divisions and Units
American Cancer Society
Order no. 2740.04 (3/4" videocassette)
Order no. 2740.05 (1/2" VHS videocassette)
Order no. 2740.06 (1" videotape)
Order no. 2740.07 (2" videotape)
Order no. 2740.08 (1/2" Beta videocassette)

Cost: Cost information available from affiliates

El Mejor "Tip": No Empiece/ The Best Tip: Don't Start

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanics
Readability Rating:	Not applicable
Producer:	American Cancer Society
Publication Date:	1964
Reproduction Restrictions:	Permission required
Format:	12" x 16" poster
Content Description:	Presents picture of a cigarette with an "X" over it and the message, in Spanish: "The best tip: don't start."
Availability:	Divisions and Units American Cancer Society Order no. 2110
Cost:	Cost information available from affiliates

Quit Smoking

Risk Factor:	Smoking
Language:	Chinese with English translation following
Target Audience:	Chinese Adults
Readability Rating:	Grade 11
Producer:	Chinatown Health Clinic
Publication Date:	October 1982
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" pamphlet; 6 pages
Content Description:	Describes the dangers of smoking and its effects on nonsmokers. Offers nine tips to help smokers quit.
Availability:	Chinatown Health Clinic Attention: Health Education 89 Baxter Street New York, NY 10013 (212) 732-9547
Cost:	Free, single copies; $.15 each, 20 copies or more; please include a self-addressed, stamped envelope for single copies

Save a Sweet Heart (SASH) Packet

Risk Factor:	Smoking
Language:	English
Target Audience:	High School Students
Readability Rating:	Grade 11
Producer:	American Heart Association
Publication Date:	1984
Reproduction Restrictions:	Permission required
Format:	Kit, including guidebook, pledge cards, posters, and buttons
Content Description:	Presents an 11-week program, structured around Valentine's Day, designed to reduce smoking among teenagers in high school. Links nonsmoking with images popular with teenagers, and creates a supportive environment for smokers who choose to quit. Includes advertising campaign posters, SASH Day promotion, nonsmoking pledge cards for students, and SASH Day optional classroom activities. Developed by the Wisconsin Affiliate of the American Heart Association and evaluated in a 3-year study involving more than 8,000 students. Contains campaign posters, some of which feature black models.
Availability:	State and Local Affiliates American Heart Association Order no. 64-300A
Cost:	Cost information available from affiliates

Smoking and Genocide

Risk Factor:	Smoking
Language:	English
Target Audience:	Black Adults
Readability Rating:	Grade 12
Producer:	American Cancer Society
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	3 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Presents a brief narrative about a black man who "practiced genocide on himself and his world" by smoking. His children and their children followed his example and developed serious health problems. Gives statistics about smoking-related deaths among black Americans, and asks the reader to set an example in the community by not smoking.
Availability:	Divisions and Units American Cancer Society Order no. 2664-LE
Cost:	Cost information available from affiliates

Solamente Usted Puede Darle el Mejor Regalo a Su Bebe: Deje de Fumar Durante el Embarazo/ Only You Can Give the Best Gift to Your Baby: Stop Smoking During Your Pregnancy

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Hispanic Women
Readability Rating:	Not applicable
Producer:	Healthy Mothers, Healthy Babies
Publication Date:	No date
Reproduction Restrictions:	None
Format:	17" x 22" poster and 4" x 6" picture card
Content Description:	Pictures a baby in a bassinet. Encourages pregnant women to stop smoking during pregnancy.
Availability:	Healthy Mothers, Healthy Babies National MCH Clearinghouse 38th and R Streets, N.W. Washington, DC 20057 (202) 625-8400 Order no. HM05
Cost:	Free, up to 100 copies

Spiderman, Storm, and Power Man—Battle Smokescreen

Risk Factor:	Smoking
Language:	English
Target Audience:	Adolescents
Readability Rating:	Grade 4
Producer:	American Cancer Society
Publication Date:	January 1982
Reproduction Restrictions:	Permission required
Format:	6 1/2" x 10" comic book; 17 pages
Content Description:	Portrays the story of a young black athlete who adopts an unhealthy lifestyle--smoking, staying out late, and failure to exercise --after encouragement from a group of gangsters who want a less-favored runner to win the big race. Includes exercises to calculate other things that can be bought for the price of a pack of cigarettes as well as activities that relate to the physiological effects of smoking.
Availability:	Divisions and Units American Cancer Society Order no. 2663
Cost:	Cost information available from affiliates

Texas Educational Teatro Project/ Action Theater Productions

Risk Factor:	Smoking
Language:	Combined Spanish and English texts with Spanish language ranging from 3 percent to 20 percent in some teatros
Target Audience:	Hispanic Children, Adolescents, Adults, and Senior Citizens
Readability Rating:	Individual booklets vary according to intended audience
Producer:	American Cancer Society, Texas Division
Publication Date:	November 1987
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 11" booklets; lengths vary
Content Description:	Consists of 11 booklets that include a resource guide, production summaries, scripts, and discussion guides for 10 teatros (educational theater productions) on cancer-related topics. The resource guide includes tips for understanding Hispanic attitudes about cancer; for organizing action committees; and for implementing, adapting, and creating teatros. Topics addressed by the 10 teatros, aimed at different segments of the Hispanic population, include smoking; lifestyle/habits; and breast, cervical, colorectal, and lung cancers.
Availability:	American Cancer Society P.O. Box 9863 Austin, TX 78766-9980 (512) 928-2262 (800) 221-5897
Cost:	Free, limited quantities

There's No Better Time to Stop Smoking

Risk Factor:	Smoking
Language:	English
Target Audience:	Hispanic Women
Readability Rating:	Grade 4
Producer:	Healthy Mothers, Healthy Babies
Publication Date:	No date
Reproduction Restrictions:	None
Format:	4 3/4" x 6" picture card
Content Description:	Encourages pregnant women to stop smoking to protect their babies from the nicotine and other chemicals that pass into the baby's body. Provides tips and support for quitting smoking.
Availability:	Healthy Mothers, Healthy Babies National MCH Clearinghouse 38th and R Streets, N.W. Washington, DC 20057 (202) 625-8400 Order no. HM 15
Cost:	Free, up to 100 copies

"We Try to Set a Good Example for Katie"

Risk Factor:	Smoking
Language:	English
Target Audience:	Parents of young children
Readability Rating:	Not applicable
Producer:	American Heart Association
Publication Date:	1981
Reproduction Restrictions:	Permission required
Format:	11" x 17" poster
Content Description:	Emphasizes to parents the importance of not smoking in front of children. Suitable for the worksite and physicians' offices. Features a black family.
Availability:	State and Local Affiliates American Heart Association Order no. 62-009B
Cost:	Cost information available from affiliates

Ya Basta!/Enough!

Risk Factor:	Smoking
Language:	Spanish
Target Audience:	Adult Hispanics
Readability Rating:	Grade 6 (as assessed by producer)
Producer:	Hispanic Smoking Cessation Project
Publication Date:	July 1987
Reproduction Restrictions:	Permission required
Format:	Slide show; 8 minutes
Content Description:	Based on attitude change theories and on 2 years of basic research on Hispanic attitudes and expectancies regarding cigarette smoking. Presents the dangers of cigarette smoking and the benefits of quitting in a question-and-answer format. Hispanic culture and traditions support the slide show content. Funded by the National Cancer Institute.
Availability:	Hispanic Smoking Cessation Project Department of Psychology University of San Francisco San Francisco, CA 94117-1080 (415) 666-6151
Cost:	Cost information available from the above address

RESOURCES ON MULTIPLE RISK FACTORS

Aprenda a Reconocer un Corazon Sano/ Test Your Healthy Heart I.Q.

Risk Factor:	High Blood Pressure, Cholesterol, Smoking
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 12
Producer:	National Heart, Lung, and Blood Institute
Publication Date:	September 1987
Reproduction Restrictions:	None
Format:	8 1/2" x 11" fact sheet; 2 pages
Content Description:	Quizzes the reader with "true-or-false"questions on knowledge of heart disease and how to reduce the risk of developing it. Discusses the three most important risk factors: high blood pressure, cholesterol, and smoking. Provides factual answers to questions on the reverse side of the quiz sheet.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, limited quantities

Asegure la Salud de Su Familia Con Comida Nutritiva y Sabrosa/Good Eating for Better Health

Risk Factor: Obesity, High Blood Pressure, Cholesterol, Alcoholism

Language: Spanish and English

Target Audience: Hispanic Families

Readability Rating: Grade 12

Producer: Carnation Company

Publication Date: 1985

Reproduction Restrictions: Permission required

Format: 5 1/2" x 8 1/2" booklet; 17 pages

Content Description: Describes relationship between diet and health and the importance of proper nutrition. Directed at Hispanics in the United States who eat a bicultural diet. Discusses prevention of diet-related medical conditions, the four basic food groups, weight control, salt intake, tooth decay, iron deficiency anemia, and excessive alcohol consumption. Includes tips for shopping, cooking, and eating healthy.

Availability: Carnation Company
Community Relations Department
5045 Wilshire Boulevard
Los Angeles, CA 90036
(213) 932-6000

Cost: Free, limited quantities

Body Language: How Your Body Warns You of an Impending Stroke and What to Do About It

Risk Factor:	High Blood Pressure
Language:	Chinese, Japanese, and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	Grade 9
Producer:	American Heart Association, San Francisco Chapter
Publication Date:	No date
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 3 1/2" leaflet
Content Description:	Describes why a stroke occurs and its effects. Gives seven important warning signs of stroke, and explains how to prevent a stroke. Identifies high blood pressure, diet, and diabetes as risk factors. Indicates that high blood pressure is responsible for more strokes than any other factor.
Availability:	American Heart Association San Francisco Chapter 421 Powell Street San Francisco, CA 94102 (415) 433-2273
Cost:	Free, single copies; bulk rates available

Como Comer para la Buena Salud/ How to Eat for Good Health

Risk Factor: Nutrition

Language: Spanish and English

Target Audience: Hispanic Adults

Readability Rating: Grade 9

Producer: National Dairy Council

Publication Date: 1987

Reproduction Restrictions: Permission required

Format: 8 1/2" x 11" fact sheet; 2 pages

Content Description: Features the four food groups and combination foods that provide the foundation for a nutritious diet. Explains the importance of eating a variety of nutritious foods in moderation.

Availability: Local Dairy Council or
Order Department
National Dairy Council
6300 North River Road
Rosemont, IL 60018-4233
(312) 696-1860, x220
Order no. 0166S (Spanish)
Order no. 0166N (English)

Cost: Cost information available from affiliates

La Conexion Saludable/The Fitness Connection

Risk Factor:	Nutrition, Cholesterol
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 12
Producer:	Best Foods, CPC International, Inc.
Publication Date:	1980
Reproduction Restrictions:	Permission required
Format:	6" x 4" leaflet; 12 pages
Content Description:	Promotes regular exercise and eating right. Suggests ways to reduce calories, salt, and fat when planning meals. Contains 12 recipes that are low in saturated fat and cholesterol and moderate in calories and salt. Includes healthy cooking tips.
Availability:	Mazola Nutrition/Health Information Service Box 307 Coventry, CT 06238
Cost:	Free, 1-24 copies; $.10 each, 25 copies or more

best copy available

De Nina a Mujer/Time of Change

Risk Factor:	Smoking, Obesity
Language:	Spanish with English translation following
Target Audience:	Young Hispanic Women
Readability Rating:	Grade 3
Producer:	National Cancer Institute
Publication Date:	Revised January 1986
Reproduction Restrictions:	None
Format:	6" x 9" booklet; 34 pages, each version
Content Description:	Discusses various health issues in a photonovela for young women. Promotes a variety and balance of foods, regular exercise, monthly breast self-examination, regular pelvic examinations, and Pap tests. Discourages smoking, alcohol, and drug use.
Availability:	Publications Order Office of Cancer Communications National Cancer Institute Building 31, Room 10A16 Rockville, MD 20892 (800) 4-CANCER
Cost:	Free, limited quantities

Dietary Guidelines for Good Health

Risk Factor:	Nutrition, Obesity, High Blood Pressure
Language:	Cambodian, Chinese, Laotian, Vietnamese, and English
Target Audience:	Asian/Pacific Islander Adults
Readability Rating:	English translation not available to assess readability
Producer:	Health Center #4 and San Francisco Department of Public Health
Publication Date:	December 1982
Reproduction Restrictions:	Permission required
Format:	5 1/2" x 8 1/2" booklet; 8 pages 3 1/2" x 8 1/2" leaflet; 8 pages
Content Description:	Provides information on promoting health through good dietary practices, including eating a variety of foods, maintaining proper weight, lowering fat intake, lowering salt and MSG intake, avoiding sugar, and increasing fiber.
Availability:	Health Center #4 San Francisco Department of Public Health 1490 Mason Street San Francisco, CA 94133 (415) 558-2308
Cost:	Free, single copies

Dietary Management of Hypertension: Chinese Style

Risk Factor:	High Blood Pressure, Obesity, Nutrition
Language:	Cantonese and English
Target Audience:	Asians/Pacific Islanders
Readability Rating:	Grade 11
Producer:	State of California Department of Health Services
Publication Date:	1982
Reproduction Restrictions:	May be reproduced; please cite State of California High Blood Pressure Program as the source
Format:	78 slides; 2 audiocassettes, and 2 written scripts
Content Description:	Includes facts about hypertension and the relationship of sodium to hypertension, along with tips for controlling sodium and fat intake. Also addresses increasing potassium intake, the role of exercise in controlling weight and hypertension, and guidelines for eating out.
Availability:	Hypertension Council of the Bay Area Association of Bay Area Governments P.O. Box 2050 Oakland, CA 94604-2050 (415) 464-7961
Cost:	Available for loan

Dieting: Weigh the Difference

Risk Factor:	Obesity
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	Not applicable
Producer:	U.S. Food and Drug Administration
Publication Date:	1984
Reproduction Restrictions:	Permission required
Format:	Videocassette; 7 minutes; color
Content Description:	Educates the public about fraudulent diet products (devices and gimmicks advertised as quick weight-loss miracles), while reinforcing the fact that the best way to control weight is through good nutrition.
Availability:	National AudioVisual Center Customer Services PG 8700 Edgeworth Drive Capitol Heights, MD 20743-3701 (301) 763-1896
Cost:	$80, 3/4", Video no. A14606/PG (purchase) $80, Beta 2, Video no. A14608/PG (purchase) $80, VHS, Video no. A14607/PG (purchase) $12, 3/4" Video (preview)

La Familia y Su Salud/Make Health a Family Affair

Risk Factor:	Nutrition, Smoking
Language:	English with Spanish translation
Target Audience:	Hispanic Adults
Readability Rating:	Grade 6
Producer:	National Coalition of Hispanic Health and Human Services Organization (COSSMHO)
Publication Date:	1985
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 11" booklet; 20 pages
Content Description:	Provides information for parents on helping their children to become healthier and stay that way. Topics include safety and accident prevention, fitness and exercise, nutrition, handling stress, alcohol and drugs, and smoking.
Availability:	COSSMHO Publications Suite 1053 1030 15th Street, N.W. Washington, DC 20005 (202) 371-2100
Cost:	$1.50 plus $1 postage and handling per book

Food You Eat Nourishes Two

Risk Factor:	Nutrition
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	Not applicable
Producer:	Healthy Mothers, Healthy Babies
Publication Date:	No date
Reproduction Restrictions:	None
Format:	17" x 22" poster
Content Description:	Features a photograph of a Hispanic pregnant woman with a carriage full of food. Recommends that pregnant women eat a variety of foods from each food group.
Availability:	Healthy Mothers, Healthy Babies National MCH Clearinghouse 38th and R Streets, N.W. Washington, DC 20057 (202) 625-8400 Order no. HM06
Cost:	Free, up to 100 copies

Guia para Comer Bien.../Guide to Good Eating...

Risk Factor:	Nutrition
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 14
Producer:	National Dairy Council
Publication Date:	1977
Reproduction Restrictions:	Permission required
Format:	6" x 11" fact sheet; 2 pages
Content Description:	Features photographs of the four basic food groups and "others." Includes recommended daily servings and major nutrients. Lists the basic nutrients, important sources of the nutrients, and the physiological functions of the nutrients.
Availability:	Local Dairy Council or Order Department National Dairy Council 6300 North River Road Rosemont, IL 60018-4233 (312) 696-1860, ext. 220 Order no. 01645 (Spanish) Order no. 0164 (English)
Cost:	Cost information available from affiliates

Guia para Reducir de Peso/Guide to Losing Weight

Risk Factor:	Obesity
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	American Heart Association
Publication Date:	1984
Reproduction Restrictions:	Permission required
Format:	4" x 8 1/2" pamphlet; 14 pages
Content Description:	Gives the American Heart Association's recommendations for reducing weight on a fat-controlled, nutritious eating pattern.
Availability:	State and Local Affiliates American Heart Association Order no. 50-034C
Cost:	Cost information available from affiliates

Healthfinder: Spanish Language Health Information

Risk Factor:	Smoking, High Blood Pressure, Nutrition, Obesity
Language:	English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 14
Producer:	National Health Information Center
Publication Date:	1985
Reproduction Restrictions:	None
Format:	8 1/2" x 11" pamphlet; 10 pages
Content Description:	Provides a bibliography of resources and a directory of organizations focusing on health information available in Spanish from both government and private, voluntary organizations.
Availability:	National Health Information Clearinghouse P.O. Box 1133 Washington, DC 20013-1133 (800) 336-4797 or (301) 565-4167
Cost:	$1 plus postage and handling

Lo Que Usted Come Jamas ha Sido Tan Importante Como Ahora/What You Eat Has Never Been So Important

Risk Factor:	Nutrition
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 11
Producer:	Healthy Mothers, Healthy Babies
Publication Date:	No date
Reproduction Restrictions:	None
Format:	4 3/4" x 6" picture card
Content Description:	Features a photograph of a Hispanic pregnant woman with a carriage full of food. Recommends that pregnant women eat a variety of foods from each food group, and encourages them to cut down on fats and sweets.
Availability:	Healthy Mothers, Healthy Babies National MCH Clearinghouse 38th and R Streets, N.W. Washington, DC 20057 (202) 625-8400
Cost:	Free, up to 100 copies

Nutricion/Potasio/Nutrition/Potassium

Risk Factor:	Nutrition
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Limited text; readability not assessable
Producer:	Eastern Los Angeles/Orange County Hypertension Council
Publication Date:	1985
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" leaflet; 4 pages
Content Description:	Lists foods that provide the equivalent of 1 teaspoon of potassium chloride (250 mg of potassium) per serving. Provides serving size and caloric information for each food listed.
Availability:	East Los Angeles Task Force Hispanic Hypertension Program 4716 E. Brooklyn Avenue Los Angeles, CA 90022 (213) 261-2171
Cost:	Free, single copies

Overweight—Its Prevention and Control

Risk Factor:	Obesity
Language:	Chinese
Target Audience:	Chinese Adults
Readability Rating:	English translation not available to assess readability
Producer:	North East Medical Services
Publication Date:	No date
Reproduction Restrictions:	None
Format:	5 1/2" x 8 1/2" pamphlet; 9 pages
Content Description:	Provides information about weight control through healthy eating habits and exercise. Includes tips on healthy food choices, as well as foods to avoid.
Availability:	North East Medical Services 1520 Stockton Street San Francisco, CA 94133 (415) 391-9686
Cost:	Free, single copies

Su Condicion Fisica y Su Corazon/ Physical Fitness and Your Heart

Risk Factor:	Cholesterol, High Blood Pressure, Obesity
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 11
Producer:	Channing L. Bete Co., Inc.
Publication Date:	1984
Reproduction Restrictions:	Permission required
Format:	5 1/2" x 8" pamphlet; 16 pages
Content Description:	Describes the relationship between physical fitness and a healthy heart, and lists the benefits of regular exercise. Tells how to start an exercise program. Provides tips for exercising in the office, staying with an exercise program, and when not to exercise. Heavily illustrated in scriptographic format.
Availability:	Channing L. Bete Co., Inc. 200 State Road South Deerfield, MA 01373 (800) 628-7733 (toll-free within continental U.S.) (413) 665-7611 (outside U.S.) Order no. 14506 (Spanish) Order no. 11619 (English)
Cost:	Free review copy; $.78 each, 25 copies or more (minimum order); $.46 each, 100 copies or more

Su Dieta y Su Corazon/Your Diet and Your Heart

Risk Factor:	Obesity, Cholesterol, Nutrition
Language:	Spanish
Target Audience:	Hispanic Adults
Readability Rating:	English translation not available to assess readability
Producer:	Channing L. Bete Co., Inc.
Publication Date:	1986
Reproduction Restrictions:	Permission required
Format:	5 1/2" x 8" pamphlet; 16 pages
Content Description:	Describes the relationship between diet and heart attacks and the importance of controlling cholesterol and fat intake. Lists daily food requirements, healthy foods, and foods to avoid. Includes a desired weight chart and tips for living and eating healthy. Heavily illustrated in scriptographic format.
Availability:	Channing L. Bete Co., Inc. 200 State Road South Deerfield, MA 01373 (800) 628-7733 (toll-free within continental U.S.) (413) 665-7611 (outside U.S.) Order no. 14498 (Spanish)
Cost:	Free review copy; $.78 each, 25 copies or more (minimum order); $.46 each, 100 copies or more

Usted y Su Corazon/You and Your Heart

Risk Factor:	High Blood Pressure, Cholesterol, Obesity, Smoking
Language:	Spanish and English
Target Audience:	Hispanic Adults
Readability Rating:	Grade 10
Producer:	Channing L. Bete Co., Inc.
Publication Date:	1987
Reproduction Restrictions:	Permission required
Format:	5 1/2" x 8" booklet; 16 pages
Content Description:	Provides facts about heart disease, and presents seven tips for prevention, including controlling blood pressure and diabetes, using alcohol sensibly, exercising regularly, eating healthy, quitting smoking, and managing stress. Also discusses how to recognize a heart attack and what to do when one is suspected. Heavily illustrated in scriptographic format.
Availability:	Channing L. Bete Co., Inc. 200 State Road South Deerfield, MA 01373 (800) 628-7733 (toll-free within continental U.S.) (413) 665-7611 (outside U.S.) Order no. 14480 (Spanish) Order no. 11239 (English)
Cost:	Free review copy; $.78 each, 25 copies or more (minimum order); $.46 each, 100 copies or more

RESOURCES FOR HEALTH PROFESSIONALS

Churches as an Avenue to High Blood Pressure Control

Risk Factor: High Blood Pressure

Language: English

Target Audience: Health Care Professionals

Readability Rating: Grade 14

Producer: National High Blood Pressure Education Program

Publication Date: October 1987

Reproduction Restrictions: None

Format: 8 1/2" x 11" book; 97 pages

Content Description: Guides churches and other religious institutions in establishing and implementing a high blood pressure control program in their community. Describes what is involved in setting up a "church" program and who benefits, planning the "church-based" program from soliciting support to training volunteers, implementing a screening event, conducting follow-up activities, and evaluating the program. Contains appendices that provide additional resources for program planners.

Availability:
NHLBI Education Programs
Information Center
4733 Bethesda Avenue
Suite 530
Bethesda, MD 20814
(301) 951-3260

Cost: Free, single copies

Compendium of Program Ideas for Serving Low-Income Women

Risk Factor: Nutrition

Language: English

Target Audience: Health Planners

Readability Rating: Grade 16

Producer: Healthy Mothers, Healthy Babies

Publication Date: January 1986

Reproduction Restrictions: None

Format: 8 1/2" x 11" book; 169 pages

Content Description: Compiles and analyzes 1,500 responses from a 1985 nationwide survey of programs serving low-income women. Includes a brief review of the literature addressing health information/education among low-income populations, results of coalition market research with low-income women, and a directory of all survey respondents. Provides suggestions to health care providers who work with low-income populations, and offers assistance in providing program planning and policy direction to state and national organizations and government agencies concerned with maternal and infant health. Includes a brief section summarizing the 36 survey responses from programs targeted for Native Americans that are primarily sponsored by the Indian Health Service. Addresses some of the strategies and concerns regarding reaching minority populations.

Availability: U.S. Government Printing Office
Superintendent of Documents
Washington, DC 20402-9325
(202) 783-3238
Order no. 017-001-00455-3

Cost: $9.50; bulk rates available

Cross-Cultural Counseling: A Guide for Nutrition and Health Counselors

Risk Factor: Nutrition

Language: English

Target Audience: Program Planners

Readability Rating: Grade 14

Producer: U.S. Department of Agriculture

Publication Date: September 1986

Reproduction Restrictions: None

Format: 8 1/2" x 11" book; 35 pages

Content Description: Developed to assist program staff in providing culturally appropriate counseling to the special population groups served by the programs of the U.S. Department of Agriculture and the U.S. Department of Health and Human Services. Explains illustrative and specific cultural behaviors and means to integrate educational materials into programs. Emphasizes understanding and cultural acceptance. Addresses general nutrition and health programming.

Availability: U.S. Department of Agriculture
Food and Nutrition Service
3101 Park Center Drive, Room 602
Alexandria, VA 22302
(703) 576-3284
Order no. FNS-250

Cost: Free, single copies

Family Food Choices: A Guide to Weight and Diabetes Control

Risk Factor:	Obesity, Nutrition
Language:	English
Target Audience:	Health Care Providers/American Indian Adults
Readability Rating:	Grade 8
Producer:	Indian Health Service Diabetes Program
Publication Date:	1986
Reproduction Restrictions:	May be reproduced; please cite Indian Health Service Diabetes Program as the source
Format:	8 1/2" x 11" booklet; 20 pages
Content Description:	Provides information on controlling diabetes through weight loss along with tips for reducing intake of fats, sugar, and alcohol and for increasing fiber intake.
Availability:	Limited to Indian Health Service Providers Indian Health Service Diabetes Program Nutrition and Dietetic Section 2401 12th Street Albuquerque, NM 87102 (505) 766-3980
Cost:	Free, limited quantities

1986 Forum on Cardiovascular Disease Risk Factors in Minority Populations—Proceedings

Risk Factor: High Blood Pressure, Smoking, Cholesterol

Language: English

Target Audience: Health Professionals who work with medically underserved and at-risk populations

Readability Rating: Grade 19

Producer: National Heart, Lung, and Blood Institute

Publication Date: 1987

Reproduction Restrictions: None

Format: 8 1/2" x 11" book; 210 pages

Content Description: Presents the proceedings from a forum held on June 6-7, 1986, in Bethesda, Maryland. Addresses high blood pressure, smoking, and elevated cholesterol as they affect minority populations. Examines research findings regarding these risk factors, and makes recommendations for accelerating the transition of these findings into action-oriented initiatives applicable to minority populations. Discusses socioeconomic factors affecting minority health and prevalence of cardiovascular risk factors in special populations.

Availability:
NHLBI Education Programs
Information Center
4733 Bethesda Avenue
Suite 530
Bethesda, MD 20814
(301) 951-3260

Cost: Free, single copies

Nutrition Education for Native Americans: A Guide for Nutrition Educators

Risk Factor:	Nutrition
Language:	English
Target Audience:	Staff of American Indian Programs
Readability Rating:	Grade 18
Producer:	U.S. Department of Agriculture
Publication Date:	September 1984
Reproduction Restrictions:	None
Format:	8 1/2" x 11" book; 67 pages
Content Description:	Designed to promote more effective nutrition counseling programs and community nutrition education through a better understanding of the cultural characteristics and basic health and diet-related problems of American Indians. Topics covered include nutrition status, nutrition-related illnesses, traditional and dietary practices, counseling strategies, and resources for nutrition educators.
Availability:	U.S. Department of Agriculture Food and Nutrition Service 3101 Park Center Drive, Room 602 Alexandria, VA 22302 (703) 576-3284 Order no. FNS-249
Cost:	Free, single copies

Nutrition Education Resource Guide for American Indians and Alaskan Natives—A Selected Annotated Bibliography for the Food Distribution Programs on Indian Reservations

Risk Factor:	Nutrition
Language:	English
Target Audience:	Health Care Professionals who work with American Indians and Alaskan Natives
Readability Rating:	Grade 14
Producer:	U.S. Department of Agriculture
Publication Date:	April 1988
Reproduction Restrictions:	None
Format:	8 1/2" x 11" booklet; 76 pages
Content Description:	Lists annotated educational resource materials directed to American Indians and Alaskan Natives concerning prevention and treatment of heart disease through nutritional information.
Availability:	Local Offices of the Indian Health Service Loan copies available from: Food and Nutrition Information Center National Agricultural Library 10301 Baltimore Road, Room 304 Beltsville, MD 20705 (301) 344-3719
Cost:	Cost and distribution information available from above address

Selected Health Materials in Spanish: A Bibliography

Risk Factor:	Smoking, High Blood Pressure, Nutrition, Obesity
Language:	Spanish language predominant; some English text
Target Audience:	Health Care Professionals working with Hispanic programs
Readability Rating:	Limited English text; readability not assessable
Producer:	National Coalition of Hispanic Health and Human Services Organizations (COSSMHO)
Publication Date:	1985
Reproduction Restrictions:	Permission required
Format:	8 1/2" x 11" book; 58 pages
Content Description:	Identifies more than 400 health-related materials (booklets, pamphlets, and leaflets) primarily in Spanish in the areas of dental health, disease prevention/health promotion, high blood pressure, maternal and child health, mental health, nutrition, reproductive health care, and safety and accident prevention. Lists other resources for local programs.
Availability:	COSSMHO Publications Suite 1053 1030 15th Street, N.W. Washington, DC 20005 (202) 371-2100
Cost:	$7.50 plus $1 postage and handling per book

Southeast Asia: The Land, the People, and the Culture

Risk Factor: Multiple Risk Factors

Language: English

Target Audience: Health Professionals

Readability Rating: Not applicable

Producer: Southeast Asian Genetics Program, University of California, Irvine

Publication Date: June 1987

Reproduction Restrictions: Permission required

Format: VHS videocassette; 26 minutes; color

Content Description: Provides background information on the Vietnamese, Laotians, and Cambodians. Explains who these audiences are; where they are from; how they approach health care; and what factors influence their knowledge, attitudes, and practices. Suggests techniques for effectively communicating with Southeast Asian patients. Helps health care professionals understand the cultural influences on the use of Western health care services by Southeast Asian patients.

Availability:
Dr. Kenneth Dumars
Southeast Asian Genetics Program
University of California, Irvine
Building 29A
Route 81, 101 City Drive South
Orange, CA 92668
(714) 634-5791

Cost: $60

Strategies for Diffusing Health Information to Minority Populations. Executive Summary: A Profile of a Community-Based Diffusion Model

Risk Factor:	High Blood Pressure, Cholesterol
Language:	English
Target Audience:	Program Planners
Readability Rating:	Grade 18
Producer:	National Heart, Lung, and Blood Institute
Publication Date:	September 1987
Reproduction Restrictions:	None
Format:	8 1/2" x 11" book; 29 pages
Content Description:	Describes a community-based diffusion model that can be used to disseminate information on multiple risk factors to culturally diverse audiences. Emphasizes nine critical processes for planning and carrying out these diffusion strategies. Focuses on the importance of centering diffusion activities at the community level and on appropriate roles for individuals and organizations outside the target community.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

Summary Report: National Cholesterol Education Program Strategy Development Workshop for Minorities

Risk Factor: Cholesterol

Language: English

Target Audience: Program Planners

Readability Rating: Grade 18

Producer: National Cholesterol Education Program

Publication Date: 1987

Reproduction Restrictions: None

Format: 8 1/2" x 11" book; 80 pages

Content Description: Presents the recommendations and comments of four minority working groups—Blacks, Hispanics, Asians/Pacific Islanders, and American Indians/Alaskan Natives—regarding cholesterol education issues. Addresses target populations; knowledge gaps, attitudes, and beliefs; practices and behaviors; main messages; communication channels; and prospective products. Provides a summary of the recurring themes and messages of the workshop and a detailed projection for future program efforts.

Availability:

NHLBI Education Programs
Information Center
4733 Bethesda Avenue
Suite 530
Bethesda, MD 20814
(301) 951-3260

Cost: Free, single copies only

Summary Report: NHLBI Smoking Education Program Strategy Development Workshop for Minorities

Risk Factor:	Smoking
Language:	English
Target Audience:	Program Planners
Readability Rating:	Grade 19
Producer:	NHLBI Smoking Education Program
Publication Date:	1987
Reproduction Restrictions:	None
Format:	8 1/2" x 11" book; 59 pages
Content Description:	Presents the recommendations and comments of four minority working groups—Blacks, Hispanics, Asians/Pacific Islanders, and American Indians/Alaskan Natives—regarding smoking education issues. Addresses target populations; knowledge gaps, attitudes, and beliefs; practices and behaviors; main messages; communication channels; and prospective products. Organizes information according to patient/professional education, worksite/community-based programs, and schools. Reviews the cross-cutting themes and issues that resulted from the workshop.
Availability:	NHLBI Education Programs Information Center 4733 Bethesda Avenue Suite 530 Bethesda, MD 20814 (301) 951-3260
Cost:	Free, single copies

APPENDIX A

How Materials Were Selected

Materials listed in the directory were identified from a variety of sources. The NHLBI Ad Hoc Committee on Cardiovascular/Pulmonary Disease Risk Factors in Minority Populations helped to identify materials as well as agencies and organizations where additional minority-specific materials could be obtained. Federal and state agencies with relevant risk factor programs that serve large minority populations were added to the list of organizations provided by the Ad Hoc Committee. All identified organizations were contacted and asked to suggest additional sources of materials for possible inclusion in the directory. Once materials were received, a preliminary screening was conducted to determine scientific accuracy, relevance to cardiovascular risk reduction, readability, and availability.

At its January 1988 meeting, the Ad Hoc Committee discussed evaluative criteria for materials to be included in the directory. These criteria were further discussed and finalized by the staff of NHLBI's Office of Prevention, Education, and Control as follows:

Information presented must be scientifically accurate. (Materials will be checked for accuracy against nationally recognized norms such as the *Report of the Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol; The 1988 Report of the Joint National Committee on Detection, Evaluation, and Treatment of High Blood Pressure*; the Surgeon General's reports; *The Report of the Secretary's Task Force on Black and Minority Health;* etc.)

A publication developed for general audiences (e.g., a leaflet on high blood pressure) may be included in the directory if:

- the health risk to at least one minority population is addressed or discussed;
- the pictures and graphics depict minorities even though the material may not be designed specifically for minority audiences;
- the material that is written for general audiences has been translated into the language of a minority population (i.e., Hispanics, Asian Americans, American Indians); or
- the material focuses on other cardiovascular risk factors and their impact on minorities (e.g., nutrition/diet, obesity, sedentary lifestyle) even if the three major risk factors--cholesterol, high blood pressure, and cigarette smoking--are not primary topics.

This directory represents material that successfully met at least one of the above criteria. Materials designed for low-income audiences are included if the piece addresses one of the primary or related risk factors and targets a minority population either by the inclusion of pictures or minority-specific text. During the review process, consideration was given to the manner in which minority groups were portrayed. Materials deemed to be negative in connotation or which stereotyped a minority group were excluded.

After each piece was evaluated using the established criteria and rated for readability, a brief description of the content was written. The producer of the resource to be included was then recontacted to verify that all the information written about the document was correct.

APPENDIX B

Sources or Producers

Alabama Department of Public Health
State Office Building, Room 250
Montgomery, AL 36130-1701
(205) 261-5128

American Cancer Society
219 E. 42nd Street
New York, NY 10017
(212) 371-2900

American Heart Association
National Center
7320 Greenville Avenue
Dallas, TX 75231
(214) 750-5300

American Heart Association
San Francisco Chapter
421 Powell Street
San Francisco, CA 94102
(415) 433-2273

American Lung Association
1740 Broadway
New York, NY 10019
(212) 315-8700

Asian Health Services
Health Education Branch
310 Eighth Street, S-200
Oakland, CA 94607
(415) 465-3271

Boehringer-Ingleheim, Ltd.
90 East Ridge
Ridgefield, CT 06877
(203) 798-9988

Carnation Company
Community Relations Department
5045 Wilshire Boulevard
Los Angeles, CA 90036
(213) 932-6000

Channing L. Bete Co., Inc.
200 State Road
South Deerfield, MA 01373
(800) 628-7733

Chinatown Health Clinic
89 Baxter Street
New York, NY 10013
(212) 732-9547

COSSMHO (National Coalition of Hispanic Health and Human Service Organizations)
1030 15th Street, NW, S-1053
Washington, DC 20005
(202) 371-2100

East Los Angeles Task Force
Hispanic Hypertension Program
4716 E. Brooklyn Avenue
Los Angeles, CA 90022
(213) 261-2171

General Services Administration
S.James
Consumer Information Center-C
P.O. Box 100
Pueblo, CO 81002

Health Center #4
San Francisco Department of Public Health
1490 Mason Street
San Francisco, CA 94133
(415) 558-2308

Hispanic Smoking Cessation Project
Department of Psychology
University of San Francisco
San Francisco, CA 94117-1080
(415) 666-6151

Hypertension Council of the Bay Area
Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604-2050
(215) 464-7961

Mazola Nutrition Health Information Service
Box 307
Coventry, CT 06238

National AudioVisual Center
8700 Edgeworth Drive
Capitol Heights, MD 20743-3701
(301) 763-1896

National Cancer Institute
National Institutes of Health
Building 31, Room 10A16
Rockville, MD 20892
(800) 4-CANCER

National Dairy Council
6300 North River Road
Rosemont, IL 60018-4233
(312) 696-1860

National Health Information Clearinghouse
P.O. Box 1133
Washington, DC 20013-1133
(800) 336-4797 or (301) 565-4167

National Kidney Foundation, Inc.
2 Park Avenue
New York, NY 10016
(212) 889-2210

National Kidney Foundation of Iowa, Inc.
8611 Hickman Road
Des Moines, IA 50322
(515) 276-3600

National Maternal and Child Health Clearinghouse
38th and R Streets, NW
Washington, DC 20057
(202) 625-8400

New Mexico Health and Environment Department
Public Health Division
Adult Health Program
P.O. Box 968
Santa Fe, NM 87504-0968
(505) 827-2502

New York State Health Department
Empire State Plaza
Albany, NY 12237
(518) 474-5370

NHLBI Education Programs Information Center
4733 Bethesda Avenue
Suite 530
Bethesda, MD 20814
(301) 951-3260

North East Medical Services
1520 Stockton Street
San Francisco, CA 94133
(415) 391-9686

Smith Kline and French Laboratories
Dyazide Marketing
1500 Spring Garden Street
P.O. Box 7929, E-50
Philadelphia, PA 19101
(215) 751-4000

Southeast Asian Genetics Program
University of California, Irvine
Bldg. 29-A
Rte. 81, 101 City Drive South
Orange, CA 92668
(714) 634-5791

Southeastern Pennsylvania High Blood Pressure Control Program, Inc.
311 S. Juniper Street, Suite 308
Philadelphia, PA 19101-5803
(215) 546-1276

U.S. Department of Agriculture
Food and Nutrition Service
3101 Park Center Drive, Room 602
Alexandria, VA 22302
(703) 447-2791

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